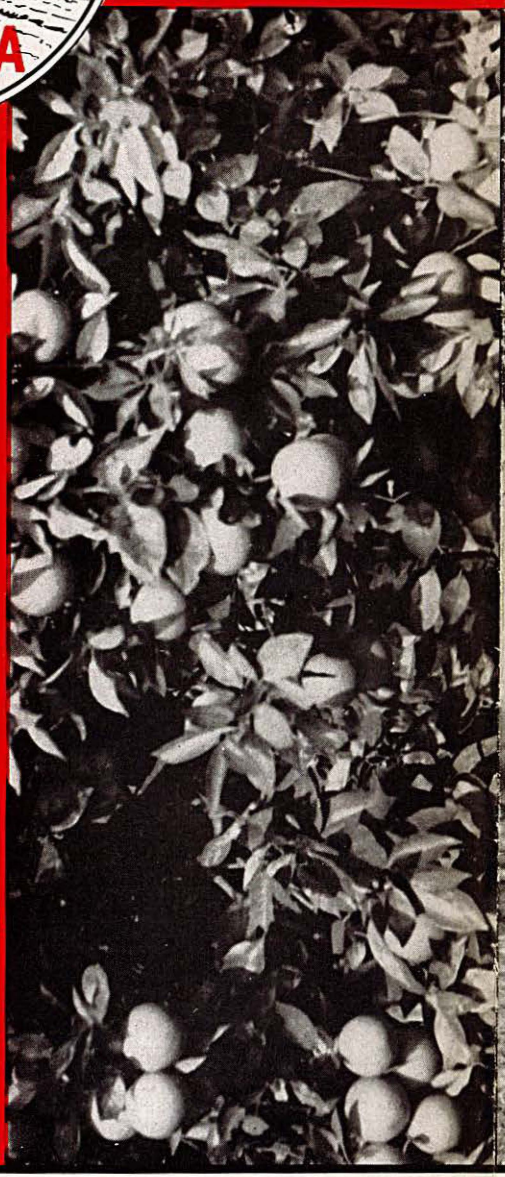
VERO VERO BEACH BEACH

FLORIDA

FLORIDA

In The Land Of Indian River Fruit

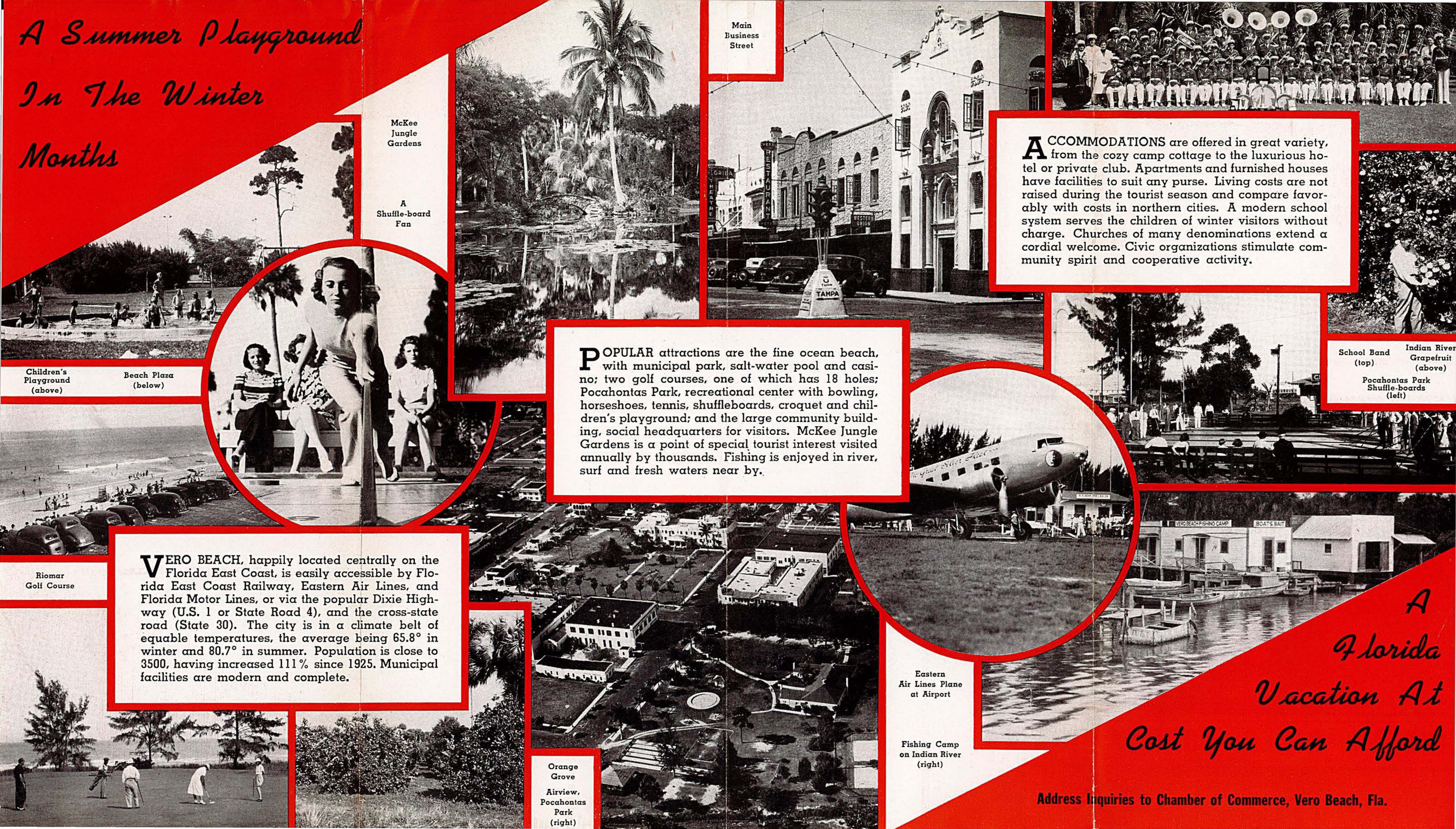
World's Finest Oranges Grapefruit Tangerines



"Where The Tropics Begin"

INDIAN RIVER COUNTY INDIAN RIVER COUNTY

A Summer Playground In The Winter Months



McKee Jungle Gardens

A Shuffle-board Fan

Main Business Street

Children's Playground (above)

Beach Plaza (below)

Riomar Golf Course

Orange Grove

Airview, Pocahontas Park (right)

Eastern Air Lines Plane at Airport

Fishing Camp on Indian River (right)

School Band (top)

Indian River Grapefruit (above)

Pocahontas Park Shuffle-boards (left)

VERO BEACH, happily located centrally on the Florida East Coast, is easily accessible by Florida East Coast Railway, Eastern Air Lines, and Florida Motor Lines, or via the popular Dixie Highway (U.S. 1 or State Road 4), and the cross-state road (State 30). The city is in a climate belt of equable temperatures, the average being 65.8° in winter and 80.7° in summer. Population is close to 3500, having increased 111% since 1925. Municipal facilities are modern and complete.

POPULAR attractions are the fine ocean beach, with municipal park, salt-water pool and casino; two golf courses, one of which has 18 holes; Pocahontas Park, recreational center with bowling, horseshoes, tennis, shuffleboards, croquet and children's playground; and the large community building, social headquarters for visitors. McKee Jungle Gardens is a point of special tourist interest visited annually by thousands. Fishing is enjoyed in river, surf and fresh waters near by.

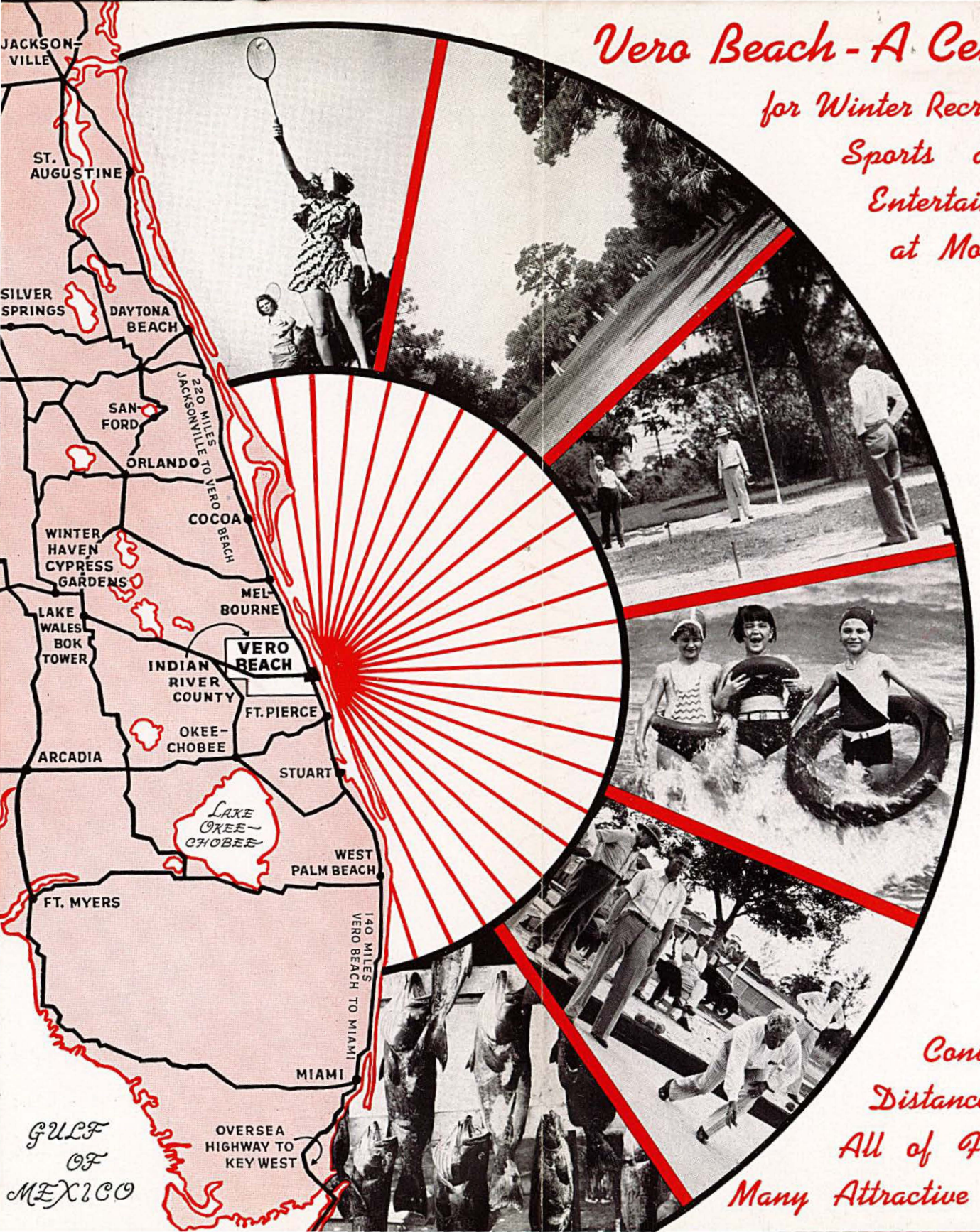
ACCOMMODATIONS are offered in great variety, from the cozy camp cottage to the luxurious hotel or private club. Apartments and furnished houses have facilities to suit any purse. Living costs are not raised during the tourist season and compare favorably with costs in northern cities. A modern school system serves the children of winter visitors without charge. Churches of many denominations extend a cordial welcome. Civic organizations stimulate community spirit and cooperative activity.

A Florida Vacation At Cost You Can Afford

Address Inquiries to Chamber of Commerce, Vero Beach, Fla.

Vero Beach - A Center

for Winter Recreation Sports and Entertainment at Moderate Cost



At Convenient Distance from All of Florida's Many Attractive Points